Yukon

Government of Yukon

Yukon Government NEWS *release*

FOR RELEASE #08-045
March 6, 2008

Taylor Promotes Canada's North at Canadian Tourism Commission Event

BERLIN, GERMANY - Tourism and Culture Minister Elaine Taylor announced a pan-territorial marketing partnership between Yukon, Northwest Territories and Nunavut, to market and promote the North at a Canadian Tourism Commission (CTC) sponsored event at the Canadian Embassy in Berlin, Germany Thursday.

The event held at the Embassy of Canada during International Tourism Bourse (ITB), the world's largest tourism trade show, hosted over 200 representatives with approximately 100 German-speaking media and travel trade present.

"This is the first time Yukon Tourism has partnered with Northwest Territories Tourism and Nunavut Tourism under a Canada's North banner at a trade show of this size," Taylor said. "With more than 180,000 visitors attending the tradeshow, Canada's North took advantage of the opportunity to showcase North America's largest travel region of 1.17 million square kilometres under Yukon's Larger than Life, Northwest Territories Spectacular, and Nunavut's Untamed, Unspoiled and Undiscovered brands."

Areas of collaboration include travel trade shows, media activities, partnerships in international markets, joint road shows and business

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missions, and research.

"Canada's North is a land of contrasts rich in tradition. Canada's North offers a natural beauty seldom found elsewhere, and it's uniquely Canadian," Taylor said. "Visitors come for the adventure, the environment and the history. Natural phenomena like the midnight sun and the northern lights, culture and wildlife viewing are also strong attractions."

Promoting all three territories under the Canada's North banner builds upon the success of the National Marketing Campaign that was launched in southern Canada last year. Attendance at ITB represents the first opportunity to connect with key overseas buyers, air carriers and CTC partners to strengthen and build new partnerships, discuss new product, marketing plans and initiatives.

"These partnerships help to raise Canada's northern profile and capitalize on the research that has shown that travellers who visit one territory are likely to visit another in the future," Taylor said.

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Below:

Minister of Tourism and Culture Elaine Taylor with Mayor of Berlin Klaus Wowereit (L) and German Federal Government Commissioner for Tourism Ernst Hinsken (R) at ITB in Berlin, Germany. ITB is the world's largest trade show held annually. Taylor spoke at the Canadian Tourism Commission (CTC) event promoting Canada's North, the pan-territorial marketing partnership between Yukon, Northwest Territories and Nunavut.